



# Tourism in Wiltshire and the Pewsey Vale

David Andrews  
30 September 2014

# Agenda

- The Value of Tourism
- The role of VisitWiltshire
- Marketing & Promotion
- Destination Development
- How you can help



# Why Tourism?

- Sustains and Creates Jobs
- Contribution to other agendas
  - Nearly half the sector's workforce is part time
  - 44% of staff are aged under 30
  - 21,500 start-ups in 2011
- Improves quality of life
- Attracts investment
- Raises standards



# Driver of Economic Growth

- Barclays: +25% growth by 2017
- Deloitte: 4% per annum growth to 2025
- VisitEngland: 5% growth per annum
- ONS: 33% of all new jobs between 2010-13
- A FTE tourism job is created and sustained with every £54,000 in visitor spend



# Value of Wiltshire's Visitor Economy 2012- a record year

- 19.7 million visits
- Direct visitor spend +17% to £959m
- More visits & spend, shorter stays
- Overnight stays +10%
- £1.4bn and +27,500 jobs
- 8-9% of employment



# Kennet Tourism (2012)

- 3.53 million visitors (+4%)
- 3.34m day visitors spending £35 p/p
- 195,000 staying visitors spending £180 p/p
- c15% of Wiltshire tourism
- +£213m economic impact
- 3,800 jobs





# Loss of Market Share

But...

- Wiltshire lost significant tourism market share between 2004 – 2010 (SWRC)



# VisitWiltshire – who we are

- £500k budget from Wiltshire Council
- +550 Partners (15 in Pewsey)
- LEP Board member
- 20 x Town Partners
- Private sector board
- 8 Staff
- Wiltshire's only 'DMO'





- Our priority is to grow Wiltshire's visitor economy by increasing tourism visits & spend and raising awareness of our destination
- ...focusing on best prospect segments, both day and staying visitors



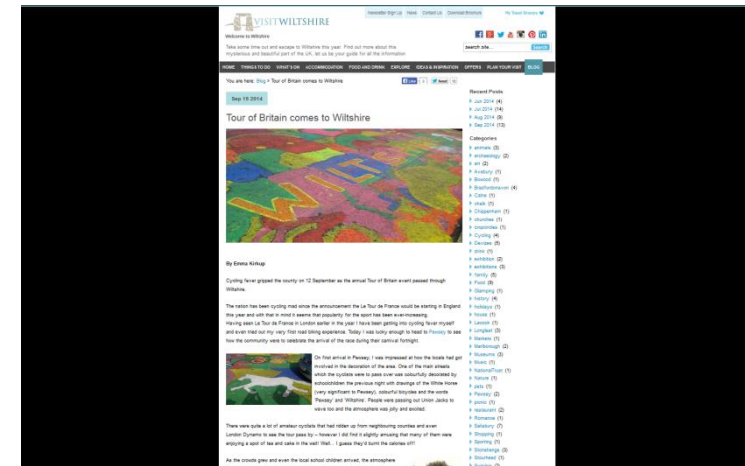
# Engagement & Reach

- Engaged with +12,000 people every day
- Distributed 280,000 brochures
- Hosted +350 press & travel trade/GTOs
- 1m unique visitors, +16k followers
- 22 e-newsletters, 65 blogs, 6 exhibitions
- 30 press releases, +62m reach
- 550,000 pieces of campaign print

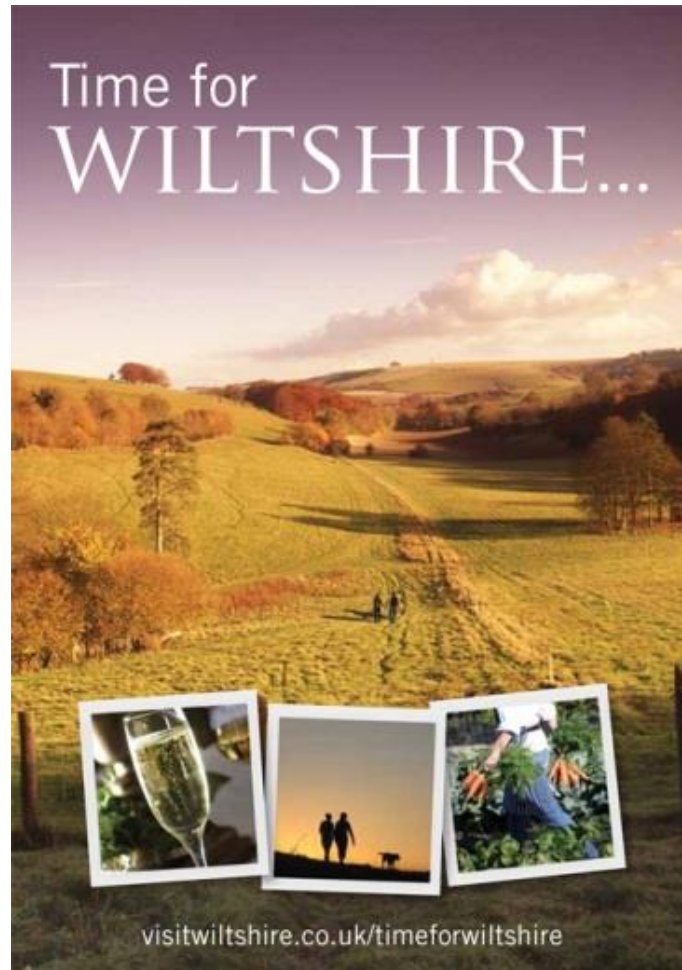


# Marketing Activity 2013/14

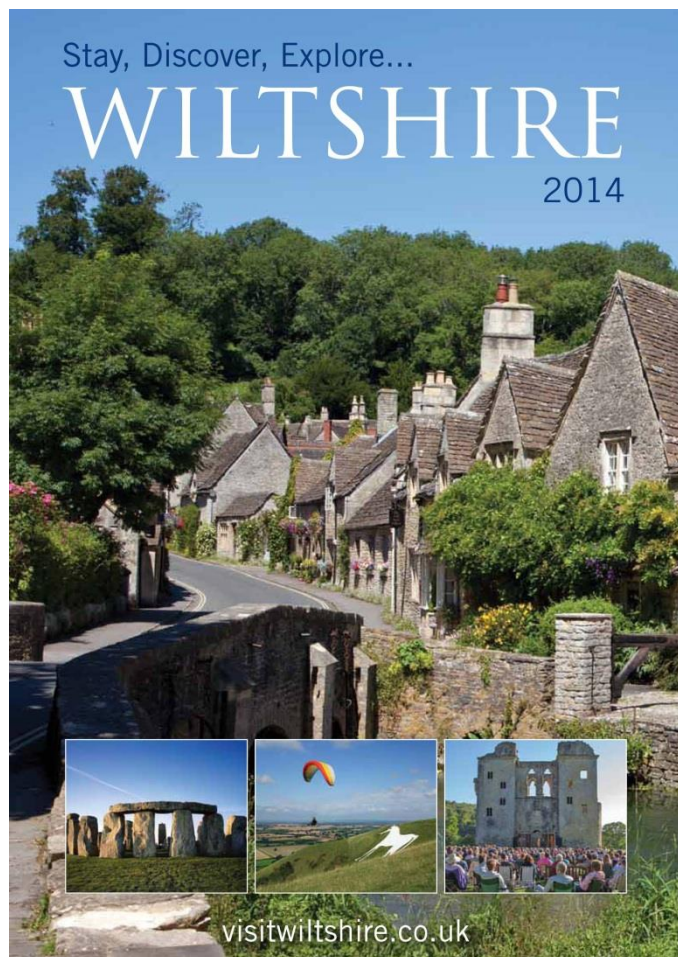
- Consumer marketing:
  - Digital, print, website, social media, apps
  - National Marketing Campaigns
  - VE/VB campaigns
- Groups & Travel Trade
  - Exhibitions, FAMs, print, 1:1s
- Press & PR
  - Videos, releases, visits, events



# Countryside Campaign Oct 2014



# 2014 Wiltshire Guide



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## ACCOMMODATION

### VALE OF PEWSEY AND VILLAGES

Surrounded by lush meadows and pasture – with its own wharf on the Kennet & Avon Canal – Pewsey makes a great base for walking, cycling and riding.

The pretty settlement of Pewsey was owned by King Alfred; a statue of the Saxon monarch stands at the heart of the village. In addition to charming thatched cottages and churches dating from Saxon times throughout the Vale, there is a wide range of places to eat, drink and shop, as well as a Heritage Centre and main line railway station in Pewsey. White horses are carved into the hillsides at Alton Barnes and Pewsey.



**EAST CHISENBURY - Troutbeck Guest House**  
24 to 26 St. Giles House, 24 to 26 St. Giles, Pewsey, Wiltshire, SN9 6AU

<b>Bedrooms:</b> 5	<b>Bathrooms:</b> 5 en suite
<b>Double:</b> From £135	
<b>Twin:</b> From £135	
<b>Family:</b> From £275	

Troutbeck Guest House is a new extension of the Michelin starred country pub, the Red Lion Inn. Nestled in a site village, the converted 18th-century house boasts five spacious en suite rooms, each with a private bath and unobstructed countryside views. Super king size bed, bath, BBQ, TV, a thoughtfully stocked mini bar, organic produce and complimentary handmade robes are just some of the luxury guests will enjoy. This unique, peaceful countryside retreat is the perfect place to spend the night after a fabulous meal. A complete package!

West Lion Inn, Troutbeck & Troutbeck Guest House, East Chisenbury, Pewsey, Wiltshire, SN9 6AU  
Tel: 01980 671124  
Email: troutbeck@troutbeckhouse.com  
Website: www.troutbeckhouse.com  
Twitter: @troutbeckhouse

Map Ref: D5

**PEWSEY - Hurdys Farm**  
24 to 26 St. Giles House, 24 to 26 St. Giles, Pewsey, Wiltshire, SN9 6AU

<b>Bedrooms:</b> 2	<b>Bathrooms:</b> 1 en suite, 1 private
<b>Double:</b> £135	
<b>Twin/Family:</b> £140-180	

An 18th-century thatched farmhouse in a quiet lane, offering a friendly base in fine walking/country near The Ridgeway. Within easy reach of all Wiltshire's ancient monuments. Comfortable, warm accommodation with open fires. Fresh farm produce a speciality. We offer stabling/boarding for horses.

Hurdys Farm, Hurdys, Marlborough Road, Pewsey, Wiltshire, SN9 6AU  
Tel: 01980 671124 Mobile: 07900 211789  
Email: graham@hurdys.co.uk  
Website: www.hurdys.co.uk  
Walter Anderson

Map Ref: D5



**Kennet & Avon Canal**

**PEWSEY - Willowbank Lodges**  
Hurdys Farm Accommodation Centre

<b>Bedrooms:</b> 1 or 2 per unit
<b>Sleeps:</b> 2-4 per unit
<b>Prices:</b> One bed £295 (£540 per week)
Two bed £438 (£750 per week)

Willowbank Lodges is a small holiday in the heart of the Pewsey Vale bordering the Kennet & Avon Canal. The two and two-bedroom luxury lodges are situated in three and a half acres, which includes a private lake, and are spacious, very comfortable and well equipped.

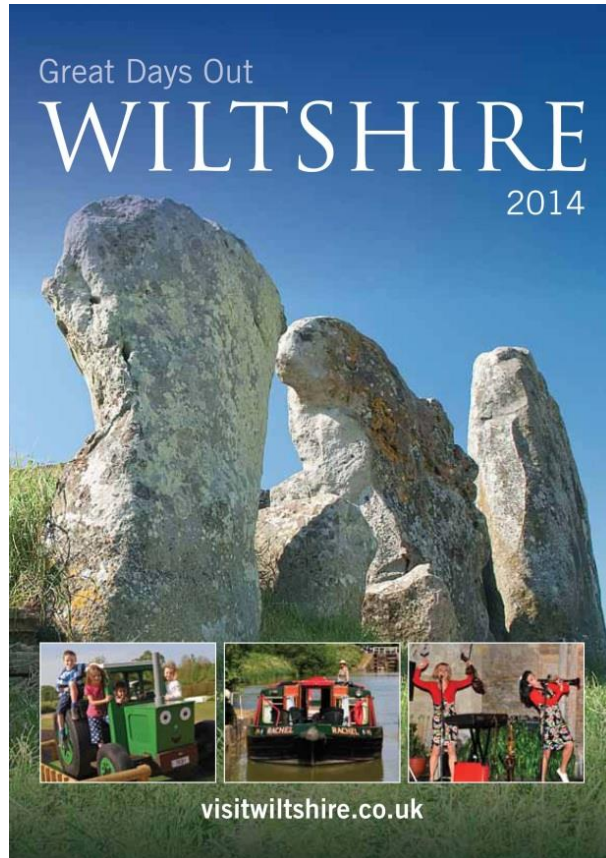
Willowbank Lodges, Marlborough Road, Pewsey, Wiltshire, SN9 6AU  
Tel: 01980 671124 Mobile: 07776 200763  
Email: willowbank@hurdys.co.uk  
Website: www.willowbanklodges.com  
Nicky Wood

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For star rating, pricing and symbol explanations please see pages 81-82



# 2014 Great Days Out



## Vale of Pewsey

D4 to D7

Saxon Perforisge formed the heart of King Alfred's estates, but the Vale's history goes back much further, with archaeology suggesting settlements in the Vale from 3000 BC. The Vale stretches from East Grafton in the east to Devizes in the west, and has as its life blood the Kennet & Avon Canal linking attractions such as Wilton Windmill and Crofton Beam Engines, the village of Pewsey, and White Horse carvings in the surrounding downland with paragliding, walking, riding, canoeing and barge trips along the way.

Visit Pewsey during September and take part in the oldest Carnival in Wiltshire. Visit Pewsey during the summer and see ethereal crop circles. Visit Pewsey Vale at all times of the year and enjoy fishing at Manningford, riding at Stanton St Bernard and canal trips from Pewsey Wharf.

So step into a different world and experience ancient landscapes, real history and modern activity-based holidays.

There is a mainline railway station at Great Bedwyn.

Parish Office, Bouverie Hall, Goddard Road, Pewsey, SN9 5EQ  
T: 01672 562014 E: [the.clerk@pewsey-pc.gov.uk](mailto:the.clerk@pewsey-pc.gov.uk)  
[www.pewsey-pc.gov.uk](http://www.pewsey-pc.gov.uk)

## White Horses of Wiltshire

Wiltshire is renowned for its White Horses, some dating back 250 years. Eight can still be seen today at Alton Barnes (1812), Broad Town (1864), Cherhill (1780), Devizes (1799), Hackpen (1838), Marlborough (1804), Pewsey (1937) and Westbury (1778).

T: 01380 800400 / 01249 665970  
[www.wiltshirewhitehorses.org.uk](http://www.wiltshirewhitehorses.org.uk)

Admission: FREE. Open: Open all year



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[www.wadworthvisitorscentre.co.uk](http://www.wadworthvisitorscentre.co.uk)

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## WHAT'S ON IN WILTSHIRE

September 2014

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					


[Salisbury City Walks](#)

[New World, Old Maps](#)

[Westbury Music & Arts Festival](#)

Join Salisbury City Guides on a guided city walk of Salisbury. Walks last approximately 90 minutes.

Spurred on by thoughts of treasure, European cartographers changed the shape of the 'New

We are passionate about bringing together all the music, arts and crafts groups that Wiltshire...

TODAY

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Scorsese set to tell soldiers' tales  
| Western Daily Press <http://t.co/mTCpJu5JaO>

1m  
unique  
visits p/a



Welcome to Wiltshire

Take some time out and escape to Wiltshire this year. Find out more about this mysterious and beautiful part of the UK, let us be your guide for all the information you will need.





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## Pewsey

Wiltshire  
SN9 5AF

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Overview

Location



PLAY



Archaeological digs around the village indicate that there has been a settlement here since the 6th century, however it was the opening of the Kennet and Avon canal in 1810, and the railway in 1862 that transformed Pewsey into a bustling community. A quaint village that retains its charming character, Pewsey is a hotspot for crop circle enthusiasts. The Pewsey vale is recognised as an Area of Outstanding Natural Beauty.

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# Destination Development

- Wiltshire Futures: LEP funded projects
  - Brand positioning
  - Destination Management & Development Plan
  - Visitors Accommodation Futures study
- Competitive position / Immediacy of travel
- Rural tourism funding bids
- Skills and training
- Product





# Brand Positioning

- Current brand values:
  - History & Heritage
  - Countryside & Beauty
  - Location/access
- Objective:
  - Create a new positioning
  - Emotional attachment
  - Encourages immediacy of travel
  - Adaptable locally



# Destination Management & Development Plan

- Transport and Access
- Skills and welcome
- Quality of product
- Another major visitor attraction
- Group & Coach Welcome
- Conference venue
- Major Events
- Sector development
- Wise growth





# Visitor Accommodation study

- In-depth study, first of its kind
- Included a developer investor study
- “Lagging behind the competition”
  - Quantity and in some cases, quality too
  - Accommodation gaps
- Many opportunities for growth
- Very high summer occupancy this year
- Seasonality



# Visitor Accommodation study

- Country house hotel, spa hotel, upgrading 3\* hotels
- Inns, pubs and restaurants with rooms
- Development and upgrading of B&Bs
- Holiday cottages: luxury, large, accessible
- Holiday lodge sites and parks, eco lodges
- Touring caravan and camping
- Glamping
- Group and youth accommodation
- Bunkhouse barns
- Farm stay
- Canal holiday boating



# Developing Tourism in the Pewsey Vale

- Include the visitor economy in local strategies
- Develop a local tourism group
- Have a tourism plan
  - Development
  - Marketing and action plan
  - Communication plan
- Identify a lead contact for tourism



# Developing Tourism in the Pewsey Vale

- Develop local distinctiveness and a clear USP
- Work with us to develop tourism businesses
  - Workshops, 1:1s
- Encourage businesses
- Develop tourism product
  - Signage, Free wi-fi, welcome
- Partnership marketing activity



# We're here to help

- Exploit our Marketing & Distribution channels
  - Google changes, fam visits, consumer activity
- Give us your content, images, events, prizes
- Engage - Fortnightly newsletter
- Social media, PR and photography, guest blogs
- Exploit our resource, marketing and reach



# Any Questions?

